

Fun 2 fit aerobics: the misadventures of Amy and Azi and a Malaysian start up!

Abstract

Subject area – Entrepreneurship. Study level/applicability – First year undergraduate students in business and management. Case overview – “The Misadventures of Amy and Azi” case presents a brief historical perspective of two partners' venture into the aerobic and fitness industry. The case discusses the partners' foray into the business world armed with great determination and a one year business plan but without proper understanding of the operational requirements of running a business. Though successful in the launching of the first studio, the initial success had blinded the vision of one of the partners, Azi who wanted to open another branch quickly. After a few months of operation, they realized that the second studio was a failure and had sapped the profit from the first centre. To make matter worse, the two partners are stuck with the second studio and have to find another premise for the first studio due to short-sightedness when signing the rental agreement. Expected learning outcomes – The case study enables the students to: understand the current business environment of fitness industry in Malaysia, appreciate the need for proper planning and control in starting a business, to be aware of the importance of understanding legal implications in starting a business, the need to conduct proper market research before starting and to understand multi-cultural and multi-religion issues in Malaysia. Supplementary materials – Teaching note.